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TITLE PAGE.

"GOOD SPIRITS"

Photoplay in 2 reels

Author of Photoplay Christie Film Co. Inc. U S A.

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PRESS SHEET

WALTER HIERS COMEDIES



in
"GOOD SPIRITS"

Directed by Archie Mayo



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

1129

WALTER HIERS POPULARITY INCREASES WITH EACH NEW COMEDY

Short Subjects Provide Rotund Star with Excellent Comedy Action

Enthusiastic comments from exhibitors indicate that Walter Hiers is more popular in his short comedies than he ever was in his feature length productions.

That's what we predicted when we announced that this star would make a series of two reel comedies for Educational.

In "Good Spirits" the rotund and popular Walter is seen in a comedy that will add to his already great popularity as one of America's foremost comedians. This is a comedy so full of fun and fast action that it surpasses anything Hiers has ever done—in short comedies or feature length pictures. Gags and clever situations follow each other so fast that your patrons will find it hard to catch a breath between laughs. "Good Spirits" will put them in good spirits for the rest of the performance.

The Story

Walter picks up a horseshoe and when he throws it over his left shoulder it breaks a big mirror. The second time he picks it up it hits a policeman, who throws it and breaks another mirror.

At the house where Walter is about to call on his girl, the mother is getting ready to entertain a visiting spiritualistic medium. All are listening to what the medium says is spirit rapping. Pa bets the medium that it is only the front door. Walter is rapping at the door but Duane lets him in the back way and Pa loses the bet.

The medium scares the whole assembly by working various gags. The unruly little daughter of the house is really behind most of the mysterious happenings which frighten Walter half to death.

A storm comes up and Walter has to stay all night. Ma thinks she hears the voice of a departed child but it is only a Mama doll which Pa has sat down on. The doll lands on the cat and a spooky child appears to walk across the room. The youngster plays with live frogs and the frogs walk up the trouser legs of nearly every member of the company.

Walter is chased out of the place by a "ghost" and gets into a runaway taxi and at the same time the medium and his assistant are about to blow up the safe and steal the family possessions. The taxi chases a horse and buggy and finally the driver falls out with Walter careening along blissfully ignorant that the car has no pilot.

Finally the car crashes into the house in time to smear the safe-blowing mediums and all is well.

The "medium" and his assistant have placed the dynamite and fuse on the safe and everything is ready for the explosion and the getaway. The crooks plan a big haul.



WALTER HIERS
EDUCATIONAL—
WALTER HIERS COMEDIES

For Electro Order No. 3526E
For Mat (Free) Order No. 3526-M

WHAT OTHERS SAY About Recent Hiers Comedies

"Short Change—We thought this a good, clever comedy. Audience seemed pleased with it."

Bentz & Gumm, Grand Theatre,
Grand Rapids, Mich.
(From Amusements)

WHO'S WHO in "Good Spirits"

Walter WALTER HIERS
Duane Duane Thompson
The Medium Bill Blaisdell
Pa Jack Duffy
Little Girl Jack McHugh

Directed by Archie Mayo

EXPLOITATION

If you are running a WALTER HIERS COMEDY without giving it the exploitation it deserves, you are cutting yourself off from a source of income that means increased revenue and increased profits.

Walter Hiers' reputation as a star in big feature comedies is a most valuable asset. It makes every program a double feature bill with all the advantages of two big drawing cards on the same bill without the burdensome load of two feature length pictures with the increased running time of your show.

You can't expect your patrons to guess that you've a double bill, though. You will have to do your part in getting the Walter Hiers comedy before your patrons. Intelligent advertising and exploitation will do this.

Include the Walter Hiers Comedy in your newspaper advertising and feature it in your lobby display and posters. Mention it in your advance publicity and in your house program or in your mailing list material. Give it a chance to work for you.

PARAGRAPHS For Your Program

In addition to the feature—"Good Spirits," a rib-tickling comedy with Walter Hiers. * * *

Two side-splitting reels of cracker-jack comedy—Walter Hiers, fat and funny, in "Good Spirits." * * *

Spooks, speed and side-splitting comedy in Walter Hiers' latest two-reeler, "Good Spirits." Don't miss it. * * *

Added laughing attraction—Walter Hiers, comedy star, in his latest laughing hit, "Good Spirits." Two reels of real comedy. * * *

The latest Educational-Walter Hiers Comedy, "Good Spirits"—It'll put you in good spirits for the rest of the week.

FAT AND FUNNY COMEDY STAR IN "GOOD SPIRITS"

Walter Hiers Real Hit in Comedy of Spooks And Spirits

(Newspaper review for use after showing of picture)

Walter Hiers, as fat and funny as ever, is furnishing half an hour of laughter on the program at the..... Theatre in a two-reel comedy of spooks called "Good Spirits."

There is something funny about a fat man when he is scared. He is much funnier than a thin one. Why this is so is a question that could be discussed for hours but there isn't room for it here. Be it as it may, Walter is fat enough and funny enough to promote laughter in wholesale quantities in his latest comedy.

He is cast as a superstitious person, believing implicitly in omens. When he breaks two mirrors, letting himself in for fourteen years of bad luck, he is plenty scared, but when he visits the home of his sweetheart and finds a spiritualistic medium doing his stuff there, Walter is literally scared stiff. The mediums are fakes but a series of incidents lead Walter to believe that the spirits have an especial grudge against him. The results are easier imagined than described.

Hiers is supported by Duane Thompson, Jack Duffy and Jack McHugh. The direction is by Archie Mayo.

KNOW ANY HARD WORKING GHOSTS WHO WANT TO GET IN MOVIES?



WALTER HIERS
in a scene from

"GOOD SPIRITS"

For Electro Order No. 3527-E

For Mat (Free) Order No. 3527-M

Walter Hiers Offers to Hire Spirits for Comedy Work

(Prepared as advance publicity story)

Do you know anybody who owns a haunted house and wants to make a little money renting out the ghost?

Walter Hiers, well known picture star, during the production of his recent comedy "Good Spirits," which, by the way, will be at the..... Theatre..... got into an argument about ghosts. The picture deals with ghosts, spirits and spooks and naturally there was a lot of discussion regarding them. Walter maintained there wasn't any such thing, and several of the studio employees as stoutly maintained that there was and they knew people who had seen them and cited several haunted houses as proof of their existence.

In order to stop the discussion and to get a real authentic motion picture record of ghosts, Hiers placed an advertisement in the Los Angeles papers offering to employ any and all ghosts, at good motion picture wages, or offering to pay a premium to anyone who could produce a ghost that could be used in a picture.

Although the advertisement ran in Los Angeles papers for several days and aroused considerable comment, no one came forward with a bona-fide ghost willing to accept a picture engagement.

If you know of a good ghost, well mannered and not camera-shy, communicate with Walter. He may produce another ghost comedy.

NEW COMEDY HAS PLENTY OF GAGS

(Newspaper review for use after showing of picture)

Gags are piled on gags until the new Walter Hiers Comedy, "Good Spirits," in which Walter Hiers is the star, develops into a continual round of chuckles and laughs. It is on the bill at the Theatre and shows the genial and robust comedian at his fattest and funniest.

The general plot of the comedy is the experiences of a fake spiritualist in frightening an entire household, in which the supposed "psychic" demonstrations are mostly the result of pranks executed by the unruly daughter of the house.

Walter is cast as a superstitious young man believing in omens and signs and mightily afraid of ghosts. He is almost scared stiff at the "seances" and then passes a horrible evening dodging ghosts.

Others in the cast are Duane Thompson as leading lady, Jack Duffy and Jack McHugh. The direction is by Archie Mayo.

JACK McHUGH IN "GOOD SPIRITS"

(Prepared as advance publicity story)

Jack McHugh, the clever little comedian who is starred in Educational-Juvenile Comedies, plays a part in support of Walter Hiers in "Good Spirits," the Educational-Walter Hiers Comedy which will furnish the laughter on the bill at the..... Theatre.....

Jack plays the part of a little girl and was embarrassed half to death because the director made him put on a blonde wig, short skirt and socks. However, Jack's feelings were smoothed over when he was reminded that Betty Bronson is cast as a boy in "Peter Pan."

Jack's entry into "character roles" marks him as a real actor, for his impersonation of the mischievous girl is one of the funniest things in the picture.

Others in the cast are Duane Thompson, as leading lady, and Jack Duffy. The Direction is by Archie Mayo.

"DON'TS" FOR THE SUPERSTITIOUS

(Prepared as advance publicity story)

Walter Hiers, popular comedy star who will be seen in "Good Spirits," his latest two-reel mirth provoker, at the Theatre..... is an authority on the many traditions and superstitions which are as a law to some people and to which actors are said to be specially subject.

Walter offers some of the most common of the superstitions of stage people which have been handed down for years:

Don't whistle in a dressing room. One who does will get fired at once, or the show will close.

Don't open an umbrella in a room.

Don't walk under a ladder.

It is a sign of bad luck to put on a shirt backwards.

TAKING THE GAMBLE OUT OF EXHIBITING

There's a certain uncertainty about exhibiting that makes the business somewhat of a gamble.

If you're selling shoes, shirts, sidemeat or silos, there's a certain demand for your wares and your success depends on your location and your business ability. When you're selling entertainment another factor enters into the proposition. You are changing your stock every day. How much demand is there for the new stock?

Yesterday's program may have been a world-beater. If you could run that same program every day you could be sure of a good stock-in-trade. But unlike any other merchandising, people won't come back for a second time to buy the same entertainment.

The proposition then simmers down to two ways of doing business. One of them is to sell confidence in your house. That means you've got to sell the

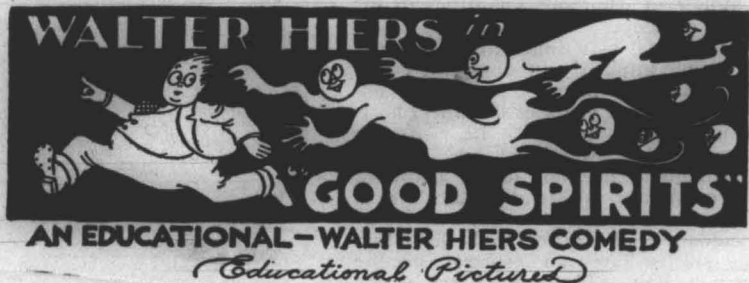
idea that you are supplying an entire evening of entertainment for the price of the ticket. Or you've got to start over each day and try to sell your prospective patrons the idea that the feature picture you have today is as good as, or better than the one you had yesterday.

The last named method is inefficient because you are making one picture carry the entire burden. The first method, that of advertising your entire program, places the burden where it belongs—on the drawing power of every item on your program.

Advertising your Short Subjects as well as your features is the real showman's method of working up and holding steady patronage. The Short Subjects on the program are real entertainment items and real box-office attractions too. Advertise them and reduce the gamble.



One Column by One Inch "Ad" Cut
For Electro Order No. 3528-E
For Mat (Free) Order No. 3528-M



Two Column by One and One-Half Inch "Ad" Cut
For Electro Order No. 3529-E
For Mat (Free) Order No. 3529-M

For Three Column Cut on Page One Order
Electro No. 3530-E Mat (Free) No. 3530-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Are ghosts funny? See for yourself in the cracker-jack Walter Hiers Comedy, "Good Spirits."

* * *

Walter Hiers, the fat and funny comedian, in "Good Spirits." Two reels of excellent comedy.

* * *

You'll be in the best of spirits after seeing Walter Hiers in his latest comedy "Good Spirits."

* * *

Do you believe in ghosts? See Walter Hiers in "Good Spirits" the new Educational-Walter Hiers Comedy.

* * *

Two-reels of excellent comedy. Popular Walter Hiers in "Good Spirits." A half-hour of laughs.

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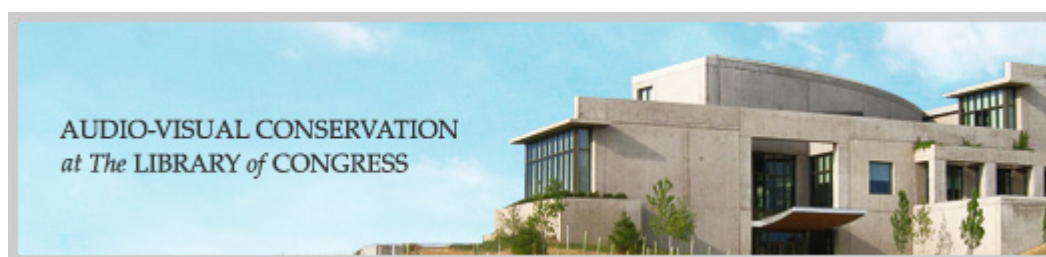
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